

**IN THE CLAIMS****Listing of Claims:**

Claims 1-30 (cancelled)

Claim 31 (New): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on one of the hub processing units comprising:

- receiving location data and user profile data from at least one mobile information processing unit;

- determining a presence of at least one item inside a sales location, the at least one item being identified within the user profile data;

- generating a personalized advertisement which includes one of:

- a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

- a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

- wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

- forwarding the personalized advertisement to the mobile information processing unit for display.

Claim 32 (new): The method as defined in claim 31, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems and personal communication devices.

Claim 33 (new): The method as defined in claim 31, wherein generating a personal

advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

Claim 34 (new): The method as defined in claim 33, wherein the adding of at least part of the user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to a user.

Claim 35 (new): A method for personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the method of personalized profile based advertising on a first hub processing unit comprising:

requesting location data and user profile data from at least one mobile information processing unit;

determining if the location data indicate if the mobile information processing unit is within a sales location and in response to the mobile information processing system being within the sales location;

determining a presence of at least one item inside the sales location, the at least one item being identified within the user profile data;

generating a personalized advertisement which includes one of:

a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location.

Claim 36 (new): The method as defined in claim 35, wherein in response to the mobile information processing system being outside the sales location, forwarding to the mobile information processing system for display thereon, a directional map to the sales location which includes a personalized advertisement based upon the location data as well as the user profile data associated with the mobile information processing unit.

Claim 37 (new): The method as defined in claim 35, wherein the mobile information processing units comprise information processing units selected from the group of information processing units consisting of cellular phones, personal data assistants, car computer systems and personal communication devices.

Claim 38 (new): A computer program product for providing personalized profile based advertising associated with a network of hub processing units coupled to a plurality of mobile information processing units over the network, the computer program product comprising:

- a computer readable storage medium readable by a processing circuit and storing computer instructions for execution by the processing circuit for performing a method comprising:

- receiving location data and user profile data from at least one mobile information processing unit;

- determining a presence of at least one item inside a sales location, the at least one item being identified within the user profile data;

- generating a personalized advertisement which includes one of:

- a map providing directional information to an inner position within the sales location of the at least one item in response to the at least one item being present inside the sales location; and

- a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

- wherein the map is based upon the location data as well as the user

profile data associated with the mobile information processing unit; and  
forwarding the personalized advertisement to the mobile information  
processing unit for display.

Claim 39 (new): The computer program product of claim 38, wherein the mobile  
information processing units comprise at least one of cellular phones, personal data  
assistants, car computer systems, wireless systems and personal communication  
devices.

Claim 40 (new): The computer program product of claim 38, wherein the generating the  
personalized advertisement further comprises:

adding at least part of the user profile data to the advertisement for display on  
the mobile information processing unit.

Claim 41 (new): The computer program product of claim 40, wherein the adding of at  
least part of the user profile data for display on the mobile information processing unit  
includes adding profile data selected from a group of profile data consisting of a name,  
interests, age, background, education, hobbies and other personalized data relating to  
the user.

Claim 42 (new): A hub processing system for providing personalized profile based  
advertising associated with a network of hub processing units coupled to a plurality of  
mobile information processing units over the network, the hub processing system  
comprising:

means for receiving location data and user profile data from at least one mobile  
information processing unit;

means for determining a presence of at least one item inside a sales  
location, the at least one item being identified within the user profile data;

means for generating a personalized advertisement which includes one of:  
a map providing directional information to an inner position within

the sales location of the at least one item in response to the at least one item being present inside the sales location; and

a map providing directional information of an inner aisle layout of the sales location in response to the at least one item being not present within the sales location,

wherein the map is based upon the location data as well as the user profile data associated with the mobile information processing unit; and

means for forwarding the personalized advertisement to the mobile information processing unit for display.

43. (new) The hub processing system of claim 42, wherein the mobile information processing units comprise at least one of cellular phones, personal data assistants, car computer systems, wireless systems, and personal communication devices.

44. (new) The hub processing system of claim 42, wherein the means for generating the personalized advertisement further comprises:

means for adding at least part of the user profile data to the advertisement for display on the mobile information processing unit.

45. (new) The hub processing system of claim 44, wherein the means for adding at least part of user profile data for display on the mobile information processing unit includes adding profile data selected from a group of profile data consisting of a name, interests, age, background, education, hobbies and other personalized data relating to the user.